

## ABSTRAK

Rumah Sakit *Happyland Medical Center* Yogyakarta merupakan salah satu rumah sakit yang cukup dikenal di Yogyakarta. Seiring berkembangnya industri pelayanan jasa kesehatan, Rumah Sakit *Happyland Medical Centre* menyadari betul akan pentingnya *customer relationship management* untuk meningkatkan kepuasan pelanggan yang berujung pada loyalitas dan profitabilitas. Penelitian ini bertujuan untuk mendeskripsikan perencanaan, pelaksanaan dan evaluasi program *customer relationship management* RS. *Happyland Medical Center* Yogyakarta dalam meningkatkan kepuasan kepada pelanggan dan menganalisis program *customer relationship management* dalam meningkatkan kepuasan kepada pelanggan. Metode penelitian yang digunakan adalah kualitatif. Teknik pengumpulan data dilakukan dengan wawancara dengan *marketing* PR, manajer HRD dan pelanggan RS. *Happyland Medical Center* Yogyakarta, studi pustaka dengan pengumpulan data dan informasi yang dilakukan dengan membaca dan mempelajari buku-buku atau literatur referensi yang berisi naskah atau teks yang berhubungan dengan masalah yang diteliti dan tentunya dapat menunjang penelitian, dan yang terakhir adalah observasi yaitu mengamati dengan cermat langsung di tempat penelitian. Hasil dari penelitian ini adalah strategi *customer relationship management* ada lima strategi yaitu Strategi Pelayanan Kesehatan, Strategi Pengembangan Sumber Daya Manusia, Strategi Peningkatan Pendidikan dengan Pelatihan, Strategi Pemasaran dan Strategi Pelengkapan Sarana dan Prasarana. Proses CRM diawali dengan perencanaan, pelaksanaan dan evaluasi program *customer relationship management*. Program *customer relationship management* RS. *Happyland Medical Center* Yogyakarta terdiri dari sms gateway, pengadaan seminar, pengobatan gratis, dan pelayanan unggulan seperti *water birthing* dan *happy mom's club*, dan hemodialisa, namun masih perlu banyak perbaikan dari semua aspeknya seperti pengaktifan semua fasilitas, peningkatan responsifitas terhadap pelanggan dan peningkatan pelayanan prima. Konsep pedoman *customer relationship management* yang diungkapkan oleh Rangkuti sudah dilaksanakan dalam proses *customer relationship management* rumah sakit *Happyland Medical Center* Yogyakarta, tetapi konsep 4R (*Retention, Relationship, Referral, Recovery*) belum terlaksana dengan maksimal. Proses *referral* belum dilaksanakan oleh RS. *Happyland Medical Center* Yogyakarta karena belum adanya hal yang mendorong untuk melakukan proses tersebut. Alangkah baiknya jika proses *referral* dilaksanakan demi meningkatkan pemasaran. Pengecekan saluran komunikasi dengan pelanggan seperti *facebook* dan *website* ada baiknya jika dilakukan setiap hari. Pihak yang memiliki akses luas di perusahaan merupakan orang yang tepat untuk menanganinya. Ini bertujuan untuk mengembangkan kualitas hubungan dengan pelanggan.

## **ABSTRACT**

*Happyland Medical Center Hospital of Yogyakarta is one of the famous hospital in Yogyakarta. Along the development of health services industry, Happyland's Medical Centre Hospital are well aware of the importance of customer relationship management to improve customer satisfaction leads to loyalty and profitability. This study aims to explain planning, implementation and evaluation of customer relationship management program Happyland Medical Center Hospital of Yogyakarta in improving satisfaction to the customers and analyze customer relationship management programs in improving customer satisfaction. The research method is qualitative. Data collection techniques carried out by interviews with marketing PR, HRD managers and customers of Happyland Medical Center Hospital, book study with data collection and information is done by reading and studying books or literature references that contain text or text-related issues, and certainly can support research, and the last is observation that is watched carefully direct on-site research. The results of this study is customer relationship management strategy has are five strategies, consist of health services strategy, human resources development strategy, the education improvement training strategy, marketing strategy and infrastructure strategy completion. CRM process begins with planning, implementation an evaluation of customer relationship management program. Customer relationship management program of Happyland Medical Center Hospital Yogyakarta consists of short message service gateway, procurement seminars, free medical treatment, and the service excellent as water birthing and happy mom's club, and hemodialysis, but still needs lots of improvement of all aspects such as the activation of floors 5 and 6, increasing responsiveness to customers and service improvement. The concept of customer relationship management guidelines expressed by Rangkuti already implemented in the process of customer relationship management of Happyland Medical Center Hospital Yogyakarta, but the concept of 4R (Retention, Relationship, Referral, Recovery) has not been done well. Referral process has not been implemented by the Happyland Medical Center Hospital Yogyakarta because there are no things that drive to perform the process. It would be nice if the referral process implemented to improve marketing. Checking the communication channel with customers such as facebook and the website is a good idea if done every day. A person who have wide access in the company is the right person to handle it. It aims to develop quality relationships with customers.*